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DISSATISFACTION WIDESPREAD

Anticipation of Another Round of Big Tuition Hikes Sparks Debate over Why Costs Are Rising So Rapidly

By JEAN EVANGELAU

The flood of 1987-88 college-tuition announcements won't begin until next month, but judging from the trickle so far, they will bear a familiar message for college students and their families:

Costs will be going up again to boost faculty pay, buy computers, upgrade physical plants, and finance student aid.

The price increases have not yet kept students away, but they have sparked intense debate over why tuition has been rising so fast, along with a spate of studies of that question and related issues.

Secretary of Education William J. Bennett weighed in last month with his

assertion that "some of our colleges and universities charge what the market will bear." His solution for cost containment: Reduce federal aid to students whose institutions raise prices beyond the inflation rate plus one percentage point (*The Chronicle*, November 29).

'Painfully Costly'

Mr. Bennett's criticisms, coupled with less-than-favorable treatment of academe in the new federal tax code and with polls showing widespread dissatisfaction with the cost and quality of college education, indicate that higher education has lost some of its special status in the eyes of policymakers and

the general public. Many people, the Secretary of Education among them, aren't buying the standard arguments for why tuition must rise again.

With college costs outrunning inflation for each of the last six years, the debate has heated up. "College is a painfully costly proposition for all but the wealthiest of families," says Michael O'Keefe, president of the Consortium for the Advancement of Private Higher Education, writing in *Change* magazine. "We should not hypnotize ourselves into thinking otherwise."

Some disagree. "While the price of a college education is rising," says Terry W. Hartle, a researcher with the Ameri-

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Student Strikes and Massive Marches Protest French Government's Education Reforms

By DAVID DICKSON

PARIS

A massive protest movement against the Chirac government's education policies has swept across France in the last two weeks.

► Last Thursday a nationwide demonstration was scheduled to be held in Paris and on university campuses throughout the nation in opposition to the conservative government's proposals to reform higher education.

► By midweek a student strike called by some 1,500 delegates throughout the country had been taken up at 11 of the 13 campuses that make up the University of Paris. Elsewhere in France, student strikes were reported to have shut down all classes at eight universities and partially disrupted 10 other institutions, with further strikes planned at three more. Institutions in the provinces of Lyons, Grenoble, Montpellier were heavily affected.

► Several days earlier in Paris, an estimated 200,000 people took part in a march

organized by the nation's largest teachers' union, the Fédération d'Education Nationale, to protest plans for greater selectivity in the universities and reduced government subsidies in many areas. The marchers included leaders of the Socialist Party and other political groups, and President François Mitterrand lent his support to the drive.

The student strikers sought to block reforms proposed by the government minister responsible for higher education and research, Alain Devaquet. The students'

Continued on Page 38, Column 3

Utah Colleges to Fire 400, Drop Scores of Programs in \$15-Million Cutback

SALT LAKE CITY

Hundreds of jobs and scores of programs at Utah's state colleges and universities will be eliminated as a result of Republican Gov. Norman H. Bangerter's order that all state agencies reduce their annual budgets by 6 per cent for the next fiscal year.

The state's nine public colleges and universities will face a \$15.4-million reduction, according to calculations made by the Board of Regents last month.

More than 400 people, including faculty and staff members and administrators, are scheduled to lose their jobs, and programs that are not considered "high priority" will be eliminated.

Each of the state's public colleges and universities will have its state funds reduced by 6 per cent and will decide what positions and programs to eliminate.

State revenue in Utah has been declining in recent years because of problems facing agriculture and mining.

Big Business Helps Bail Out the Bowls



Faced with declining television fees, college football's post-season bowls are turning to big business. Above, the logo of the Sunkist Fiesta Bowl. See Page 34.

20 Years After Protests, Tom Hayden Is Still Trying to Change Universities

By SCOTT JASCHIK

SANTA MONICA, CAL.

Twenty years ago, Tom Hayden used bullhorns and marches to get the attention of college presidents.

These days, he doesn't need to shout.

The former campus radical and founder of Students for a Democratic Society is now chairman of the California Assembly's Subcommittee on Higher Education. That means Mr. Hayden has easy access to the state's top academic leaders. They don't always follow his advice, but they do have to care about his opinions and court his good will.

Mr. Hayden, who was re-elected to the

Assembly this month, still talks about many of the same issues he addressed in the 1960's: student rights, affirmative action, and the social responsibilities of universities. But he acknowledges that his perspective on higher education and how to improve it has changed.

In an interview at his home here, he discussed those changes, the relevance of his protest experiences to his current work, and his goals for California's colleges and universities.

Mr. Hayden says he has more respect for universities than he once did, in part because he has not been impressed by the other institutions in society. "When I was

in the university," he says, "it was my whole world and I was impelled by the conflict between the university ideal and the university reality. If my university did not stand for justice and freedom, then that was my whole society and I had to do something about it."

Since his days as a student at the University of Michigan, Mr. Hayden says, his "world" has expanded. "And the university, relatively speaking, is the vital center of creating an open atmosphere in a society in which there are many forces that are repressive, intolerant, and small-minded."

Universities and politicians have also
Continued on Page 21, Column 1

Debate over College Costs Spreads

Continued from Page 1

can Enterprise Institute, "the vast majority of families with children in college do not face an appreciably higher burden relative to income than they did five years ago."

Dennis Jones, president of the National Center for Higher Education Management Systems, observes that opinion about who should pay for college has shifted dramatically. "In 1960, there was the expectation that the parents pay for college," he says. "In 1980, the expectation was that they would not pay."

The pendulum is swinging back to parents, Mr. Jones says, and they aren't happy about it. "Going back is painful."

Even with the cost increases, overall enrollments haven't suffered. Despite a 12-per-cent drop in the number of high-school graduates from 1980 to 1985, undergraduate enrollment has ranged from 9.4 million to 9.7 million over the last five years, and total enrollment has topped 12 million.

Not All Rates Are High

One reason for that performance is that the public increasingly believes it's necessary to have a college degree to succeed. Says Dena G. Stoner, an economist with the Congressional Joint Economic Committee: "If you look at the data on who won and who lost in terms of real income between 1984 and 1985, only those with four or more years of a college education came out ahead."

Another reason that enrollments are stable is that college is less costly than many people think. The highly publicized charges of the nation's most selective private colleges and universities can be deceptive; most private institutions do not charge \$10,000 or more for tuition, and most students do not attend private colleges, anyway.

For instance, figures from the College Board and the Department of Education show that:

► At public four-year colleges, which enroll 42.2 per cent of all undergraduates, this year's average tuition is \$1,337.

► At public two-year colleges, which enroll 36.9 per cent of all undergraduates, tuition is \$663.

► At private four-year institutions, which enroll 18.3 per cent of all undergraduates, tuition is \$5,793.

► At private two-year colleges, which enroll 2.6 per cent of all undergraduates, tuition is \$3,910.

In addition to those charges, students will pay, on average, about \$2,800 for room and board, \$400 for books and supplies, \$700 for personal expenses, and \$400 for transportation. Students who live at home and commute to a campus can save about \$1,200, according to the College Board, which annually surveys institutions of higher education about their charges.

Katharine H. Hanson, executive director of the Consortium on Financing Higher Education, a group of 30 private, expensive colleges that are often singled out for criticism for leading the cost spiral, denies that her members are setting tuition thoughtlessly. It's an "agonizing" process, she says, as they try to balance the desire to keep costs down with the need to raise faculty pay to prevent their professors from being tempted by other job offers.

"More than one COFHE institution has come pretty damn close to a red bottom line," she adds.

At even the most expensive col-

leges, she says, students receive a subsidy, since tuition does not cover the full cost of education but is supplemented by charitable giving and endowment income.

Even determining whether college is a greater financial burden than it used to be is no easy matter. The data are slippery.

Students' Concern

Surveys of freshmen conducted by the Cooperative Institutional Research Program show that, although most students are concerned about college costs, the situation has remained about the same over the last decade.

The proportion of freshmen who said they had no concern about their ability to finance a college education dipped from 37 per cent in 1975 to 35 per cent in 1985. The number expressing some concern rose from 47 per cent to 51 per cent over the period, while the proportion who said they had major concern slipped from 16 per cent to 14 per cent.

Mr. Hartle of the American Enterprise Institute argues that families with college-age children are typically in their peak earning years, have higher-than-average incomes and income growth, and are therefore able to keep pace with rising college costs.

To prove his point he cites Census Bureau figures showing that the median income in 1985 for families with a child in college was \$37,355, compared with \$22,415 for all families. Mr. Hartle says that for families with an 18- or 19-year-old dependent child in college, the percentage of income required to meet tuition, room, and board costs at public institutions has remained "remarkably stable" since the 1970's. For example, the charges at a public university amounted to 10.3 per cent of income in 1976-77 and 10.7 per cent in 1985-86.

At private institutions, costs have indeed risen faster than the incomes of families with children in college, Mr. Hartle says, but he notes that only 20 per cent of students attend such institutions.

He analyzes the figures for families with children in college because he says median family income encompasses those for whom college costs are not an issue, such as the elderly. Comparing college costs with the median income for all families or with the incomes of families with a dependent 18-year-old not in college re-

veals that they have increased as a percentage of income, he says.

Mr. Hartle admits that his analysis is not entirely rosy. Not all students are teen-age dependents, and his reassuring news probably does not apply to non-traditional students. In addition, the figures do not show if students have changed their college plans on the basis of cost, or decided not to go at all.

Bruce M. Carnes, Deputy Under Secretary of Education, believes that an important element is missing from Mr. Hartle's analysis: More wives are working, and that's what has held up family income. "Soon," he says, "you're going to run out of people to put to work to raise that family income."

While people may be managing now, they're concerned about what the future may hold.

A nationwide opinion poll conducted last year showed that three-quarters of the public believed costs were rising so quickly that college would be out of reach for the average American.

"There's still some elasticity in pricing because tuition has not yet eaten all of the family's discretionary income," Mr. Carnes says. "So, often, colleges can continue to jack up their prices."

"At some point prices are going to hit the ceiling," he warns.

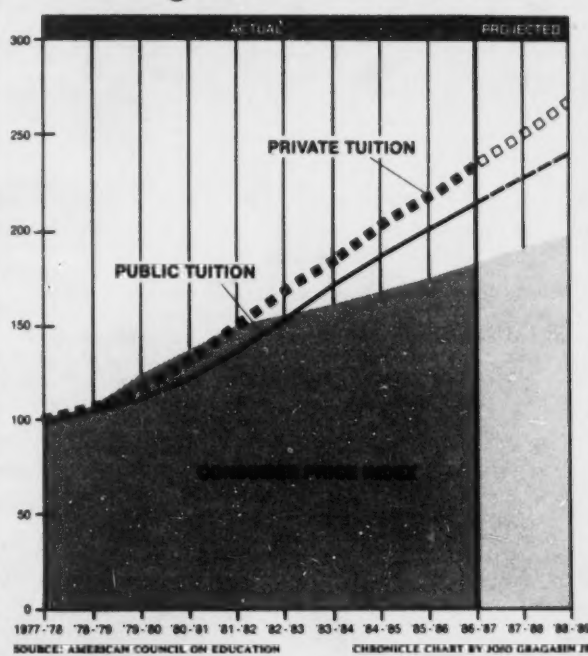
Mr. Carnes says he has a personal interest in the matter. He wife has returned to college, and her tuition rose 9 per cent this year while his income remained the same. He worries about how to pay the bills for his children. "I'm way above the median income," he says, "but my sense is that it's going to be very tough. My sense is that it will be worse, not better, not even staying the same."

The unknown in the cost equation is at what point parents will resist. A few colleges are reaching that point. Waldorf College, for example, has rolled back its charges in an effort to bolster sagging enrollments. And a growing number of colleges are, in effect, selling insurance against increases. By paying a \$160 fee, parents of freshmen at Nichols College are guaranteed four years of tuition at the first-year rate.

Basis for College Selection

So far, undergraduates aren't selecting a college primarily on cost. The Cooperative Institutional Research Program's freshman survey shows that the majority of those polled both in 1985 and in 1975 said they had chosen their particular col-

College Costs and Inflation



lege because of its academic reputation or because it would help them get a job, not because it was inexpensive or offered financial assistance.

But many fear that costs are unduly governing students' choices. They worry that students are selecting majors that will lead to lucrative careers because they're afraid they wouldn't otherwise be able to repay their loans. In addition, they're concerned that costs may lead some students, particularly those in minority groups, to drop out before completing their degrees or not even consider attending college at all.

To answer questions such as those, and to examine anew the whole question of paying for college, a host of studies are in the works:

► Congress, in reauthorizing the Higher Education Act, required the creation of a National Commission on Responsibilities in Financing Postsecondary Education to identify the role of families, students, colleges, and the government in paying students' college costs.

► The American Council on Education has created a 32-member Commission on National Challenges in Higher Education to develop a national plan to deal with rising college costs. In announcing the effort, Rob-

ert H. Atwell, president of the council, said the erosion of federal financial and moral support for higher education during the Reagan administration had had "disastrous" consequences for financial aid, access and choice, and affirmative action. The panel, whose chairman is William C. Friday, president emeritus of the University of North Carolina, will issue a report next summer or fall that the A.C.E. hopes will influence the development of party platforms for the 1988 Presidential election.

► The Consortium on Financing Higher Education is sponsoring a study to determine how students in different income groups go about deciding which college to attend. The project is an updating of a 1978 study, which found that among those with strong academic backgrounds, low- and middle-income students were almost as likely to apply to expensive colleges as were their upper-income counterparts.

► The Joint Economic Committee of Congress has commissioned a series of papers on the economic status of young adults. Later this month it will release a report on students' college indebtedness and how it affects their personal and professional decisionmaking.

► The U.S. Department of Education is conducting a comprehensive nationwide survey about student aid and hopes to have results by next year.

Officials in higher education are frank about stating that more increases are in the offing.

While parents and policymakers are concerned about costs, the ever-growing list of reports by blue-ribbon panels critical of higher education demonstrates that they're also worried about quality. Many colleges are responding to the national reports by revamping their curricula and upgrading their student services—efforts that are going to require more money, not less.

A forecast released by the American Council on Education last winter predicted that making the quality improvements called for in the national reports and continuing to restore the purchasing power of faculty salaries to the level of the 1970's would require tuition increases of 6 to 7 per cent over the next few years.

Percentage of Median Income Needed to Pay for College

For all families

	1976-77	1977-78	1978-79	1979-80	1980-81	1981-82	1982-83	1983-84	1984-85	1985-86
Public										
Universities.....	16.3%	16.0%	15.2%	15.1%	15.3%	16.1%	16.9%	17.4%	17.4%	17.8%
4-year colleges.....	14.4%	14.2%	13.5%	13.4%	13.7%	14.2%	15.0%	15.7%	15.6%	16.1%
2-year colleges.....	11.8%	11.7%	11.2%	11.1%	11.4%	11.6%	11.9%	12.1%	12.5%	12.9%
Private										
Selective universities.....	53.3%	53.4%	51.9%	51.5%	54.7%	58.1%	63.3%	67.7%	67.8%	69.6%
All universities.....	37.2%	37.1%	35.9%	35.8%	37.1%	39.0%	42.3%	44.6%	45.6%	47.6%
4-year colleges.....	29.3%	29.2%	28.7%	28.6%	29.6%	31.2%	33.0%	34.7%	34.9%	36.4%
2-year colleges.....	23.4%	23.2%	22.5%	22.8%	24.2%	25.4%	26.6%	26.7%	26.7%	27.5%

For families with 18- or 19-year-old children in college

	1976-77	1977-78	1978-79	1979-80	1980-81	1981-82	1982-83	1983-84	1984-85	1985-86
Public										
Universities.....	10.3%	10.2%	10.0%	10.2%	9.8%	9.9%	10.5%	10.4%	10.4%	10.7%
4-year colleges.....	9.1%	9.0%	8.8%	9.1%	8.7%	8.7%	9.4%	9.4%	9.4%	9.7%
2-year colleges.....	7.5%	7.4%	7.4%	7.5%	7.3%	7.2%	7.4%	7.3%	7.5%	7.7%
Private										
Selective universities.....	33.8%	33.9%	34.0%	34.9%	35.0%	35.8%	39.6%	40.6%	40.7%	41.8%
All universities.....	23.6%	23.5%	23.5%	24.3%	23.7%	24.0%	26.4%	26.8%	27.4%	28.6%
4-year colleges.....	18.6%	18.6%	18.8%	19.4%	19.0%	19.2%	20.6%	20.8%	21.0%	21.8%
2-year colleges.....	14.9%	14.7%	14.7%	15.5%	15.5%	15.6%	16.6%	16.0%	16.0%	16.5%

SOURCE: TERRY W. HARTLE, AMERICAN ENTERPRISE INSTITUTE

Side-lines

Just before the kickoff of the football game between the University of Oklahoma and the University of Nebraska, five players from each team joined hands at midfield, dropped to their knees, and bowed their heads. They remained there for a few moments; then the game began.

The significance of their act may have been lost on many fans in the stands and most in the national television audience, but Dick DeVenzio, for one, was thrilled.

Mr. DeVenzio, a former Duke University basketball player and head of the Revenue Producing Major College Players Association, is trying to form a union for major-college athletes. He argues that colleges that make large sums of money from sports should share their revenues with the athletes who work for them.

He supports lifetime scholarships so athletes can return to college at any time to earn their degrees, and thinks athletes should be given spending money so they needn't turn to boosters to make ends meet.

Mr. DeVenzio is not a popular man in the college sports establishment. He became even less popular when he asked all of the Nebraska and Oklahoma players to delay the start of their game by 30 minutes as a show of solidarity among college athletes.

The sit-down strike didn't come off, although players on both teams reportedly considered it. But the pre-game kneel-down did, and for Mr. DeVenzio, who watched from the sidelines, the small display was enough.

"I knew it was difficult for them to make a statement like that," he said. "The interest that was stirred by the controversy, the new attention that was focused on the issues, absolutely confirms my belief that the attempt was worth it. This is a major step forward for us."

College athletes are not supposed to promote products, so when *Sports Illustrated* asked to photograph Brian Kasbar, Yale University basketball player, holding a copy of the book he edited with a fellow undergraduate, Boykin Curry, Mr. Kasbar worried about his amateur status.

The book, *Essays that Worked: 50 Essays from Successful Applications to the Nation's Top Colleges*, is selling well enough for the magazine to want to take note of an athlete as entrepreneur. But Mr. Kasbar, aware that several players had run afoul of N.C.A.A. rules that put athletes' eligibility at risk if they use their names or pictures to promote a commercial product, decided he'd better check with the N.C.A.A. before publication.

Eligibility officials at the N.C.A.A. gave Mr. Kasbar a go-ahead, they said, because the book is not connected to his status as a basketball player.

The story, complete with Mr. Kasbar's photo, ran in *Sports Illustrated's* college-basketball preview issue.

Athletics

Sports Charges Rock Southern Methodist U.: Ill President Quits, Football Ban Threatened

Board orders bar on special admission for players who don't meet normal university standards

DALLAS

Reverberations from new allegations of improprieties in its football program have shaken Southern Methodist University. Among the developments:

► President L. Donald Shields, ill from complications related to diabetes, took early retirement. A spokesman said his resignation was not directly linked to the allegations but added that the scandal had aggravated his health problems and forced him to step down.

► The Board of Governors last week ordered a ban on admitting football players who do not meet the university's regular standards of admission. University officials said 10 to 15 football players had normally been granted such special admission each year.

► William P. Clements, chairman of the board and Governor-elect of Texas, warned, "If we cannot bring the football program under control and put the emphasis where it belongs, we will abolish the program."

Southern Methodist's football team, which is already on probation from the National Collegiate Athletic Association, came under renewed scrutiny last month when new allegations concerning improper payments to players were published.

One player was suspended from the team after reports alleged that a Dallas businessman had provided him with a rent-free apartment and paid his utility bills. In addition, a former player said university officials had paid him and his mother

\$52,000, much of it after the university was placed on three years' probation by the N.C.A.A. in 1985.

If the charges are proved, the football team could become the first team barred from competition for two years under N.C.A.A. rules.

The new controversy worsened Mr. Shields' poor health and contributed to his resignation, said Ann Abbas, a university spokesman. Mr. Shields, 50, took more than a month's medical leave this fall and returned to the campus only a day before the newest allegations were revealed.

Action Applauded by Faculty

Mr. Shields, S.M.U.'s president since 1980, said in a statement that advice from his physician made it "imperative" that he resign immediately. He said he regretted "that my health does not permit me to contribute to the solution of the university's current challenges."

Faculty leaders applauded the board's action and Mr. Clements's declaration that the abolition of the football program would be considered. The S.M.U. faculty senate had responded to the newest allegations by condemning "quasi-professional athletics" at the university and calling for an end to athletic scholarships and preferential admissions standards for athletes.

"They gave us a strong statement, stronger than we might have thought or hoped for," said Marshall Terry, an English professor and an active advocate of reform in S.M.U. athletics. "The faculty needs to

keep the pressure on and join these positive efforts of the board."

At its special meeting, the Board of Governors announced the formation of two committees, one to investigate the football allegations and the other to "re-examine the role of athletics" at S.M.U.

Mr. Clements also announced that he would step down as the board's chairman in mid-January, when he takes office as Governor. He also announced that William B. Stallcup, a biology professor and S.M.U.'s acting provost, would serve as the university's interim president.

Mr. Shields's tenure at Southern Methodist was marked by dramatic academic and financial improvement but persistent athletic turmoil. During his term of office, the average Scholastic Aptitude Test scores of incoming freshmen increased from 1,020 to 1,102, the number of endowed chairs rose from 26 to 50, and the university's endowment grew from \$92-million to \$282-million.

But the university was hit with tough N.C.A.A. penalties in 1985 for recruiting violations that took place between 1981 and 1984. It was the sixth time since 1958 that S.M.U. had been put on probation by the N.C.A.A., and the fourth time since 1974.

A new violation now could make Southern Methodist the first victim of the N.C.A.A.'s so-called "death penalty," which would ban football for two years at an institution found guilty of major violations twice within five years.

—DOUGLAS LEDERMAN

Football Bowl Games Leading the Way as Large Corporations

By DOUGLAS LEDERMAN

The Atlanta Chamber of Commerce. The Florida Citrus Commission. John Hancock Mutual Life Insurance Company. Mazda Motors. Sea World, Inc. Sun-kist Growers, Inc. United States Fidelity and Guaranty Company.

What does that odd conglomeration of business organizations have in common? They've all joined college football's newest activity: bailing out the post-season bowl games.

Corporate sponsorship of some aspects of college sports is on the way, and the bowl games are blazing the trail. The best current example: Last month's much-publicized bidding war to match two undefeated teams, the University of Miami and Pennsylvania State University, in a bowl game that will probably decide the infor-

mal national college football championship.

The wheeling and dealing that finally landed that game for the Sunkist Fiesta Bowl was possible only because the companies sponsoring the competing bowls were willing to ante up additional money.

The bowls, however, aren't alone in the quest for corporate sponsors. Although officials of the National Collegiate Athletic Association insist that their organization will never relinquish its hold on college championships—that there will never be, say, a "Chrysler-N.C.A.A. Final Four"—a number of conferences and even the N.C.A.A. itself have enlisted corporations to help support tournaments and other programs.

"Our surveys tell us that most athletic directors have their backs to the wall financially," says John R. Davis, the N.C.A.A.'s president. "Anything that can help college athletics survive, we're all for, and corporate sponsorship can do just that."

Survival isn't yet at stake for the Pacific-10 Conference, but the league has turned to the Goodyear Tire and Rubber Company to help sponsor its men's basketball championship tournament this season, in perhaps the first move of its kind.

"We weren't in dire straits, but all college athletic programs are financial-



ly stressed," says Thomas Hansen, the Pacific-10's commissioner. "Goodyear's sponsorship will help us maximize our income and create much more visibility in the [Los Angeles] area. It made a lot of sense for us, and I think we'll see more arrangements like it in the future."

The dollar amount of the agreement has not been disclosed, but Mr. Hansen calls it "significant." Goodyear will buy television time, contribute to the tournament's advertising budgets, sponsor social events, and help defray administrative costs. In return, it gets to attach its name to the prestigious tournament.

The first post-season football game to acquire a corporate sponsor was the Bluebonnet Bowl in 1968. A decade ahead of its time, the Bluebonnet Bowl became the As-



NCAA Moves into Drug Testing: Couriers, Long Waits, No 'Warm-Downs'

By CHARLES S. FARRELL

TUCSON, ARIZ.

Angela Chalmers made sports history of a sort last week.

By winning the National Collegiate Athletic Association's women's cross-country individual championship here last week, Ms. Chalmers, a senior at Northern Arizona University, became the first college athlete to be selected for mandatory drug testing under new association rules.

Athletes at N.C.A.A. championships, some chosen because of their performance and others randomly, must undergo urinalysis to prove that they have not used performance-enhancing drugs (such as anabolic steroids) or street drugs (such as cocaine or marijuana). Athletes who fail the test or refuse to take it will lose their eligibility to compete.

About 3,000 drug tests will be performed on college athletes this academic year at a cost of about \$950,000.

Ms. Chalmers, who ran the 5,000-meter course in 16 minutes, 55 seconds, was nonchalant about her place in sports history, preferring instead to talk about her strategy in winning the race. She had been a favorite going into the meet, and "I knew if I pushed, I'd be there at the finish," she said.

40 Are Selected

As soon as she finished the race, Ms. Chalmers, the next 14 finishers, and 5 other runners selected randomly by computer were paired with volunteers who, like bodyguards, escorted them to the drug-testing site. Similarly, 20 male competitors were picked for drug testing.

The volunteers took their places at the finish line shortly before the runners began arriving in both the women's and the men's races. Cries of "Drug cour-

ers over here, drug couriers over here," sounded more like a casting call for the TV show *Miami Vice* than a summons for the volunteers to take their places.

None of the athletes picked for drug testing opposed the idea publicly. Ms. Chalmers said simply, "I think it is a good idea," but added that because she lost body fluids during the race, "I know it will be a long time before I can comply."

No Qualms

Suzy Favor, a freshman from the University of Wisconsin at Madison who came in second, also voiced support for the new drug-testing plan. Ms. Favor said she had had to submit to such testing in other meets, so she had no qualms about the testing here.

Terry Crawford, coach of the University of Texas at Austin's women's team, which won the title, also backed the testing plan. "I'm in favor of testing," Ms. Crawford said, "and I'm sure all schools across the country have talked about the procedure. I talked with my team last week and just cautioned them, particularly about over-the-counter drugs they might not think about, so they can be aware and protect themselves and not make a mistake and jeopardize their eligibility. But this is a progressive move by the N.C.A.A. to make sure championships are pure and unadulterated."

Ms. Crawford said she was concerned about the hurried nature of the testing. Those selected for testing were allowed little time after the race before they were whisked off for interviews, handed awards, and loaded on a bus for the drug-testing site.

"They weren't allowed time for a warm-down," Ms. Crawford complained. She said that not providing a

Continued on Following Page



Angela Chalmers of Northern Arizona U. wins the N.C.A.A. women's cross-country championship, thus becoming the first athlete to be selected to take part in the association's new drug-testing program.

Begin to Underwrite College Sports Events; Sunkist Raises Ante to Get Top Game

tro-Bluebonnet Bowl, sponsored by the Houston Astros baseball team, which moved it from Rice Stadium to the Astrodome. The partnership lasted five years, until the Astros were sold to new owners who dissolved the deal.

The old Tangerine Bowl, held in Orlando, Fla., began the most recent trend in 1984, when it received backing and cash from the Florida Citrus Commission and changed its name to the Florida Citrus Bowl.

Five bowls—the Gator, Sugar, Holiday,

What does it all mean? The long-term effects of such corporate involvement are unclear, but if last month's spirited fight for the Miami-Penn State game is a bellwether, the impact could be dramatic.

The possibility of a free-for-all for a national championship game took shape when Miami defeated last year's champi-

on, the University of Oklahoma, early in the season.

The presence of Miami and Penn State—both independent of conference ties and with no commitments to play in a specific bowl—in two of the top three spots in the national rankings opened the door for fierce competition among those bowls

that do not have contracts with conferences. Three bowls emerged as the primary competitors: the Sunkist Fiesta, the Florida Citrus, and the Gator. A bidding war ensued.

Early last month the Fiesta Bowl offered to increase its payoff from \$1.2-million per team to \$2.2-million each if Miami and Penn State remained undefeated. The Florida Citrus Bowl responded by offering them \$2.6-million each. The Gator Bowl went out in search of a corporate sponsor so that it could compete in the bidding.

After weeks of haggling, the Sunkist Fiesta Bowl won out. It offered Miami \$2.4-million and the opportunity to play in prime TV time on Friday evening, January 2. The NBC network was more than willing to move a potentially top-drawing game to prime time from its original slot in the midst of five other games on New Year's Day.

The bidding war for the Miami-Penn State game brought cries of "prostitution" from Cotton Bowl officials, among others. But most bowl people call that talk mostly sour grapes.

"I don't buy most of the 'bidding war' talk," says Jack French, executive secretary of the Pasadena Tournament of Roses Association, which sponsors the Rose

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Sponsors and Money for Football's Bowl Games

Bowl	Date	Location	Major corporate sponsor	Est. payment per team
All-American	Dec. 31	Birmingham, Ala.	Russell Corp.	\$ 800,000
Aloha	Dec. 27	Honolulu	None	800,000
Bluebonnet	Dec. 31	Houston	None	500,000
California	Dec. 13	Fresno, Cal.	None	150,000
Cotton	Jan. 1	Dallas	None	2,100,000
Florida Citrus	Jan. 1	Orlando, Fla.	Florida Citrus Commission	850,000
Freedom	Dec. 30	Anaheim, Cal.	None	500,000
Gator	Dec. 27	Jacksonville, Fla.	Mazda Motors	1,000,000
Hall of Fame	Dec. 23	Tampa, Fla.	None	800,000
Independence	Dec. 20	Shreveport, La.	None	500,000
John Hancock Sun	Dec. 25	El Paso	John Hancock Life Insurance Co.	850,000
Liberty	Dec. 29	Memphis	None	800,000
New Peach	Dec. 31	Atlanta	Atlanta Chamber of Commerce	825,000
Orange	Jan. 1	Miami	None	2,400,000
Rose	Jan. 1	Pasadena, Cal.	None	8,000,000
Sea World Holiday	Dec. 30	San Diego	Sea World, Inc.	650,000
Sunkist Fiesta	Jan. 2	Tempe, Ariz.	Sunkist Growers, Inc.	2,400,000
USF&Q Sugar	Jan. 1	New Orleans	U.S. Fidelity & Guaranty Co.	2,650,000



**Sunkist
Fiesta Bowl**

Peach, and Sun Bowls—took on new sponsors or new names for the games that will be played at the end of this season. Several others have sponsors that haven't required them to change bowl titles, and some are still searching for corporate backers.

NCAA Moves into Drug Testing at Championships

Continued from Preceding Page
reasonable recovery time following the grueling race would result in unnecessarily stiff and sore muscles for the competitors.

"I'm concerned that officials re-evaluate procedures and come up with better procedures and listen to coaches for input," Ms. Crawford said.

John McDonnell, coach of the men's team from the University of Arkansas, which won the team championship, said that before the meet, his team trainer went over "about 20 pages of materials" that athletes can't ingest because the substances are on the banned list.

"Thank goodness nobody had asthma," Mr. McDonnell said, explaining that many of the banned substances are used for its treatment. Those substances should be allowed simply for the comfort of athletes who might not otherwise be able to compete, he said.

Aaron Ramirez, a University of Arizona senior who took first place in the individual men's competition in a time of 30 minutes, 27 seconds over 10,000 meters, said he was a bit concerned about the prospect of drug testing. He was sick a week before the competition, Mr. Ramirez said, and was leery of a remedy prescribed by the team doctor. But the doctor was able to alleviate his fears that he

might test positive for drug use, Mr. Ramirez said. "I don't mind taking the test," he added. "It is a good thing to keep drugs away from sports."

The N.C.A.A. received no complaints from any cross-country runner who was picked for drug testing, according to a spokesman, Jim Marchiony, who added that the inaugural testing had gone smoothly.

However, he said, some runners took as long as two hours to provide the 100-milliliter specimen necessary for testing. While waiting, the athletes were permitted to drink as much liquid as they desired, as long as they took nothing that contained caffeine or alcohol.

Results Technically Unofficial

Since it will be a week or two before the test results are known, the results of the cross-country championship are technically unofficial. The N.C.A.A. reserves the right to take 30 days to notify institutions of the results.

Frank Vryasz, assistant director of research for the N.C.A.A. and one of three association officials assigned to the drug-testing program, said he was pleased with the first tests. He added, however, that the drug-testing committee would constantly evaluate the procedures and make needed changes.

According to Mr. Vryasz, the cost of drug testing at the cross-country championship, including extra personnel, totaled about \$10,000, or \$250 per test.

John L. Toner, athletic director at the University of Connecticut and chairman of the N.C.A.A.'s drug-testing committee, said, "We have a natural obligation at this point because it is being looked at by high schools and other organizations. That's why it has to be fail-safe and first class."

Mr. Toner said he appreciated feedback about improving testing, but suggested that those who wanted to take certain substances off the banned list lacked the experience to determine what should and should not be included.

Between 3,000 and 4,000 drugs are on the continually changing list of banned substances, Mr. Toner said. "We take a position that using any of the banned substances is a violation."

If an athlete tests positive for drug use, the N.C.A.A. will announce only that he or she has been ruled ineligible for competition, according to Mr. Toner. No reason will be given publicly.

Whatever the outcome of the tests from the cross-country championship, Mr. Toner said, "The first time around, we're going to gather a tremendous amount of data."

Corporations Begin to Underwrite College Sports Events

Continued from Preceding Page
Bowl. "The people who didn't like the Miami situation are the people who didn't get a part of it."

The Rose Bowl, the richest of the post-season bowl games, annually features the winners of the Big Ten and Pacific-10 Conferences, and was therefore never in the running for a Miami-Penn State matchup.

Although few see the wooing of Miami and Penn State as a problem, most knowledgeable observers think it does mean that the era of corporate sponsorship in college sports is at hand.

"It's certainly a trend," says Robert Dale Morgan, assistant executive director of the New Peach Bowl, which recently merged with the Atlanta Chamber of Commerce and is actively seeking corporate sponsorship.

"It hasn't become critical for us yet, but we're approaching the day when it will be."

Most bowl officials agree that finances are making corporate spon-

sorship attractive and often necessary.

"The rights fees that we get from the networks dropped so significantly that we didn't know where to turn," says Jeff Jenkins, associate director of the John Hancock Sun Bowl. "Now, with the new corporate backing, we're able to offer each team \$300,000 more than we've ever offered before."

End of an Era

Kevin Monaghan, a spokesman for NBC, says that the recent \$300-million sale of the 1988 Summer Olympic Games to his network signaled the end of an era of skyrocketing TV fees. "That event was expected to sell for as much as a billion dollars, but it fell way short," he says. "Now, rights fees are decreasing across the board, and I think they'll continue to fall."

Some bowl officials blame overexpansion of bowls for the shrinking fees. "It's a question of supply and demand," says Mr. French. "There

are a lot of bowls, and it's the American way that some are going to struggle more than others."

As the fees paid to televise the bowls rose during the early 1980's, so did the amount of money that bowls offered to attract teams. The Cotton Bowl payout, for example, rose from just over \$1-million in 1978 to more than \$2-million in 1985. Now, with TV fees falling, bowl officials are scrambling to find creative ways to maintain those high payments to participants. Corporate sponsorship has often provided the answer.

The Sugar Bowl was the first of the four major New Year's Day bowls to turn to a sponsor, signing a deal with the United States Fidelity and Guaranty Insurance Company. "Our agreement with USF&G has broadened our financial-security base for the future," says Mickey Holmes, executive director of the USF&G Sugar Bowl, as it is now called. "We will stay competitive indefinitely now."

One nagging question facing the bowls and their sponsors is whether the public will accept the name changes. "It's going to come slowly, I think," says Bruce Binkowski, public-relations director for what is now called the Sea World Holiday Bowl. "People are slow to accept some kinds of change, and I think tradition gets in the way. Plus, it's just a mouthful. I have a radio show, and I still stumble on it once in a while."

People in Athletics

Chuck Bender, assistant football coach at Iowa State U., to football coach there.
Tom Berrell, assistant wrestling coach at Clemson U., to wrestling coach at Lake Superior State College.
Tom Nelson, former newspaper reporter in Wheaton, Ill., to sports-information director at Aurora U.
Alan Grunth, assistant men's and women's swimming and diving coach at U. of Wisconsin at River Falls, to men's and women's swimming and diving coach at Macalester College.
Sheryl Stewart, former sports-information director at Ohio U., to sports information director at Loyola College (Md.).
A. L. Williams, head football coach at Louisiana Tech U., has resigned.

Ex-Coach at Memphis State Is Indicted on Tax-Evasion, Obstruction Charges

MEMPHIS
Dana Kirk, former Memphis State University men's basketball coach, has been indicted by a federal grand jury here on 11 counts involving tax evasion, filing false income-tax returns, mail fraud, and obstruction of justice.

Mr. Kirk, who was dismissed by Memphis State in September, is charged with under-reporting his income in 1982 and 1983, with failing to report or under-reporting income from summer basketball camps from 1980 through 1983, and with demanding and receiving payments for entering his basketball team in tournaments.

If convicted on all charges, Mr. Kirk could face 62 years in prison

and fines of more than \$900,000. The most serious charge, obstruction of justice, carries with it a maximum penalty of 10 years in prison or \$250,000 in fines.

The indictment did not charge Mr. Kirk with violating any federal gambling laws, despite rumors throughout the investigation that linked him with known Memphis gamblers.

Mr. Kirk was charged with soliciting a \$2,000 payment for having Memphis State play in the 1982 Sugar Bowl basketball tournament and with receiving \$10,000 for pre-tournament interviews prior to the 1983 Winston Tire holiday tournament in Los Angeles.

Mr. Kirk said he would fight the charges.
—D.L.

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